

## AACH President's Message September, 2015

This President's Message is written in collaboration with Elizabeth Ross, our Vice President for Membership. We currently have 570 active members: 370 professional, 15 associate, and 185 student memberships. We are exploring institutional memberships through a limited pilot opportunity in 2016 (the larger the institutional membership the less the per member rate) to determine whether this membership category should be offered permanently. Associate memberships are available for residents, retirees, and patients at the much discounted rate of \$69. Student memberships are free.

So what are the current advantages of membership in AACH? We are an academy that delivers an abundance of resources and opportunities to a diverse group of professionals devoted to improving communication and relations in health care. Benefits of membership include:

- Free individual subscription to our excellent online communication curriculum, *DocCom* (professional and associate members). Taking this online curriculum
  - earns 39.75 *AMA PRA Category 1*<sup>TM</sup> credits
  - meets MOC requirements as a Part II CME activity by a number of medical specialty boards
- Opportunity to join the FIT(*Facilitator-in-Training*) Program, the premier professional training program for those desiring further professional development as an educator in and facilitator of communication skills
- *Discounted registration for AACH meetings and courses* (ENRICH, Winter Course, ICCH and Forum)
- Free subscription to *Medical Encounter* (a quarterly AACH publication)
- Access to an online searchable member directory
- Steeplly discounted rate for *Patient Education and Counseling* (official journal of AACH and EACH, the European Association for Communication in Healthcare)
- Numerous *resources* available through our newly updated website
  - Library of relevant articles
  - Video library
  - Access to webinars (5 so far this year)

Most importantly, membership in AACH provides a rich opportunity for *network development and collaborations* related to communication in healthcare for educators, researchers and clinicians. We are currently working to enable AACH and EACH to extend some benefits of membership in one organization to members of its sister organization (e.g. members of AACH will have discounted registration fees when attending ICCH when it is held in Europe and sponsored by EACH).

The membership committee is eager to increase the numbers and diversity of our members. We are hoping the institutional memberships may encourage this. More powerful, however, may be person to person advocacy among AACH members. We are interested in hearing from our members about what benefits lead to your renewing your membership and what might encourage others to join. We especially want to hear from our many student and associate members, who will help to develop the future of AACH as full professional members and leaders within AACH. What would encourage you to maintain your membership, become active, and even develop as a leader in AACH, as you progress from student to postgraduate training to fully-trained employed professional?

Please let us hear from you. We will benefit from your voices as we move into the future.

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## **AACH MISSION AND VISION**

### **Mission:**

AACH is the professional home for researchers, educators, practitioners, and patients committed to improving communication and relationships in healthcare. It is a home that provides opportunities for collaboration, support, and personal and professional development.

AACH accomplishes this through:

- Focusing on strengths, resources and needs of patients, clinicians and other professionals - both as unique individuals and in relationships to one another.
- Developing skills that integrate biological, psychosocial and social domains.
- Applying existing scholarship from multiple disciplines and developing new knowledge through research.
- Promoting collaborative relationships between clinicians and patients, teachers and learners, and other involved professionals.
- Incorporating core values of respect, empathy and genuineness in human relationships and the importance of self-awareness in all activities.

### **Vision:**

A health care system where all patients, providers, and trainees feel valued, are treated equitably with respect, compassion, understanding, and are actively engaged in healthcare processes and decisions.

## **GOALS FOR 2015**

- Maintain Financial Strength
  - Fiscal responsibility for core programs
  - Profit for external programs
  - Philanthropy
- Preserve/Strengthen Current Programs
  - Core Faculty Development: ENRICH, Winter Course, FIT Program
  - Research Meetings: ICCH/Forum
  - Putnam Scholars Program
  - DocCom, External Programs
  - Publications: Medical Encounter, Patient Education and Counseling
- Expand Membership
- Diversify Membership and Board
- Enhance Member Benefits and Engagement
- Increase Meaningful Input from Patients
- Increase Recognition/Publicity